

VSR692B1

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RJR VERSUS INDUSTRY REPORT - MAY 1997
VOLUME: 12M CASE EQUIVALENTS

3 MONTHS ENDING MAY

	RJR			INDUSTRY VOLUME			RJR SHARE OF MARKET		
	1996	1997	% CHG	1996	1997	% CHG	1996	1997	DIFF.
JERSEY CITY, NJ	6,014	5,333	-11.32	48,385	46,633	-3.62	12.43	11.44	-0.99
YONKERS, NY	3,020	2,632	-12.85	20,745	19,356	-6.70	14.56	13.60	-0.96
NASSAU, NY	13,625	12,523	-8.09	109,331	109,126	-0.19	12.46	11.48	-0.98
MANHATTAN, NY	1,300	1,372	5.54	9,319	9,188	-1.41	13.95	14.93	0.98
BROOKLYN, NY	4,297	4,270	-0.63	40,646	40,863	0.53	10.57	10.45	-0.12
NORTH JERSEY, NJ	7,380	5,641	-23.56	58,199	47,976	-17.57	12.68	11.76	-0.92
QUEENS, NY	6,531	5,428	-16.89	55,626	46,280	-16.80	11.74	11.73	-0.01
NY METRO REG	42,167	37,199	-11.78	342,251	319,422	-6.67	12.32	11.65	-0.67

MAY YEAR-TO-DATE

	RJR			INDUSTRY VOLUME			RJR SHARE OF MARKET		
	1996	1997	% CHG	1996	1997	% CHG	1996	1997	DIFF.
JERSEY CITY, NJ	9,864	8,915	-9.62	70,087	75,868	+2.84	12.63	11.75	-0.88
YONKERS, NY	4,998	4,242	-15.13	33,656	30,914	-8.15	14.85	13.72	-1.13
NASSAU, NY	22,150	20,391	-7.94	180,873	173,669	-3.98	12.25	11.74	-0.51
MANHATTAN, NY	2,136	2,293	7.35	15,203	14,688	-3.39	14.05	15.61	1.56
BROOKLYN, NY	7,112	6,736	-5.29	65,512	64,229	-1.96	10.86	10.49	-0.37
NORTH JERSEY, NJ	11,848	9,888	-16.54	91,441	80,305	-12.18	12.96	12.31	-0.65
QUEENS, NY	11,224	8,916	-20.56	90,169	72,288	-19.83	12.45	12.33	-0.12
NY METRO REG	69,331	61,381	-11.47	554,941	511,961	-7.74	12.49	11.99	-0.50

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RJR

3 MONTHS ENDING MAY

	RJR			INDUSTRY VOLUME			RJR SHARE OF MARKET		
	1996	1997	% CHG	1996	1997	% CHG	1996	1997	DIFF.
BOSTON REG	75,372	70,236	-6.81	397,175	386,136	-2.78	18.98	18.19	0.79
NY METRO REG	42,167	37,199	-11.78	342,251	319,422	-6.67	12.32	11.65	-0.67
PHIL REG	63,926	73,018	14.22	376,893	413,939	9.83	16.96	17.64	0.68
BUFFALO REG	114,948	105,986	-7.80	527,074	513,994	-2.48	21.81	20.62	-1.19
PITTS REG	137,263	126,043	-8.17	500,016	486,032	-2.80	27.45	25.93	-1.52
CINCIN REG	204,476	198,287	-3.03	735,586	739,185	0.49	27.80	26.83	-0.97
NORTHEAST	638,152	610,771	-4.29	2,878,994	2,858,708	-0.70	22.17	21.37	-0.80

MAY YEAR-TO-DATE

	RJR			INDUSTRY VOLUME			RJR SHARE OF MARKET		
	1996	1997	% CHG	1996	1997	% CHG	1996	1997	DIFF.
BOSTON REG	119,149	113,094	-5.08	642,308	608,622	-5.24	18.55	18.58	0.03
NY METRO REG	69,331	61,381	-11.47	554,941	511,961	-7.74	12.49	11.99	-0.50
PHIL REG	103,834	113,469	9.28	611,158	642,792	5.18	16.99	17.65	0.66
BUFFALO REG	183,431	173,496	-5.42	832,945	830,185	-0.33	22.02	20.90	-1.12
PITTS REG	222,308	202,562	-8.88	813,776	782,378	-3.86	27.32	25.89	-1.43
CINCIN REG	313,211	312,137	-0.34	1,132,936	1,150,366	1.54	27.65	27.13	-0.52
NORTHEAST	1,011,264	976,138	-3.47	4,588,063	4,526,305	-1.35	22.04	21.57	-0.47

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